

**BRUCE, GREY AND SIMCOE TOURISM
OFF TO A STRONG START IN 2011**

January 5, 2011 – 2011 will mark the official launch of Regional Tourism Organization 7, and the RTO7 Transition Team is still accepting applications for the new industry-led, not-for-profit's first board of directors.

The deadline for applications for the RTO7 board has been extended to January 7th.

The board will oversee the operation of the RTO, which will represent Region 7 (Bruce, Grey and Simcoe) under the province's new tourism funding and management strategy. Information about the board structure and application process can be found on the RTO7 web site at www.region7transition.ca.

RTO7 already has a number of tourism-focused, provincially funded projects underway that will help kick-start tourism development under the province's new regional tourism funding and management framework.

Projects include a strategic tourism plan for the region, an economic impact study of winter tourism, and a media and public relations project to enhance consumer awareness that has resulted in enhanced broadcast and print media exposure for the region.

Other projects include evaluations of waterways and green tourism, and a look at signs and way finding. Photographers are currently capturing winter images and video footage across Bruce, Grey and Simcoe that will help market and promote the region to consumers (a similar imagery campaign was also conducted in the fall).

Tourism organizations and businesses can take advantage of these projects and studies by participating in project-specific telephone interviews, surveys and focus groups that are planned over the coming weeks. Consumer surveys are also planned.

To find out more about Region 7 tourism projects visit www.region7transition.ca or contact the project coordinator at projects@region7transition.ca or (705) 715-6544.

FOR MORE INFORMATION:

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